

HOW DID I RANK



LOCAL SEO

SUCCESS WITH ON-PAGE

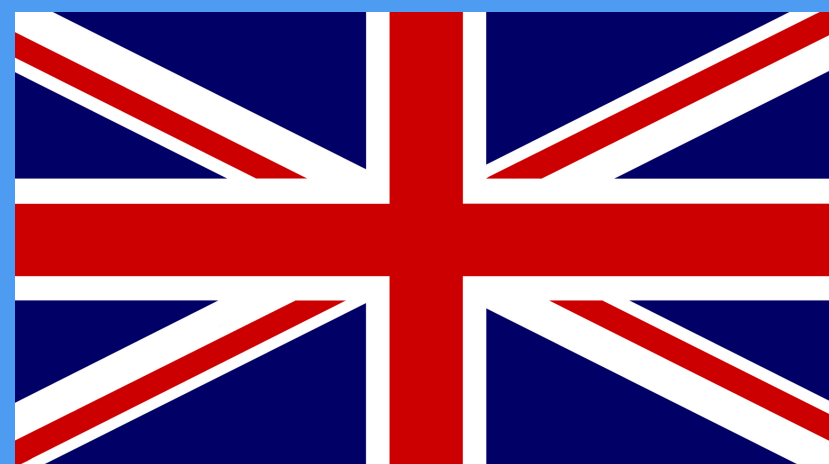
OPTIMIZATION ONLY?



**Local**  
SEO Checklist



# Client Challenge:



Ranking Local SEO  
**Website in UK**



# Status:

The client has provided me with only 6 keywords to rank in Melbourne, UK.



# Deep Audit:

Upon in-depth analysis, I discovered that **none** of the title, meta, HTML tags were **optimized**.



# How to Solve?

After analyzing with **Content King** I have determined the possibilities to improve. You can use **Ahrefs** or **Screaming Frog** also.



# Action Plan:

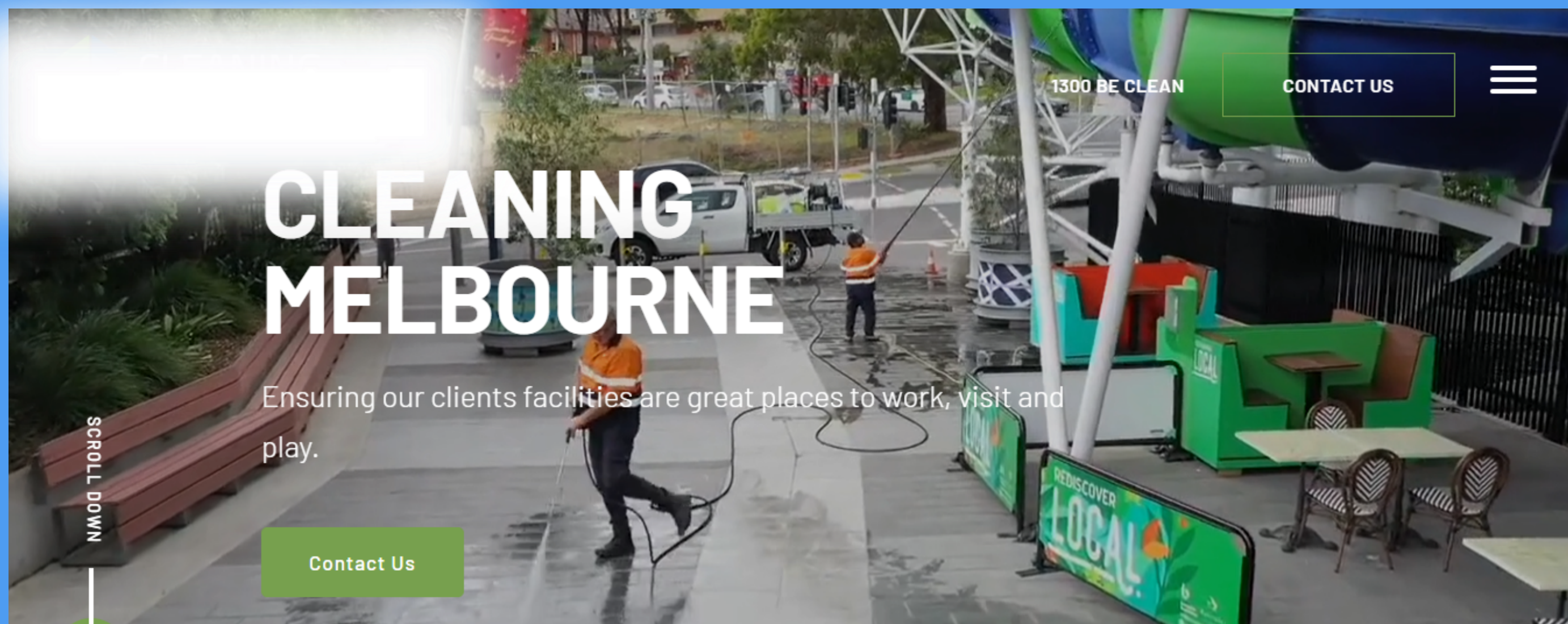
Without going back and forth,  
Let's **look at the action plan** I  
had created for the optimization  
process.





# Title

The **page title** is crucial in SEO as it impacts search **rankings** and user **clicks**, providing a concise preview of your content's **relevance** and encouraging engagement.



# Meta Descriptions

It should be **catchy**, main **keywords** should be present in Meta Description in a **natural** way.

## Meta Description

- 1 Unique text
- 2 150 – 160 characters
- 3 CTA
- 4 Keywords

delante.co › about ▼ Tłumaczenie strony  
**Meet our team - SEO / SEM Agency Delante**  
Leave a message. Send us the **address** of your website and your **contact** number –we will get in touch with you within 48 hours. Write to us ...

delante.co › Definicje SEO i SEM ▼ Tłumaczenie strony  
**CTR - What Is It? Definition - Delante SEO/SEM Glossary**  
12 sie 2020 - What is CTR? – **Definition**. CTR – Click Through Rate determines a ration of clicks on an ad to impressions. For every advertiser, it's an ...





# Header Tags (H1, H2, H3, etc.)

Header tags (H1, H2, H3, etc.) are **HTML elements** used to structure the content of a webpage. Where **H1** is the **main title** and header tags make it easier for both users and search engines to **understand** the content's structure and **hierarchy**.

## Header Tags in SEO

How to use header tags

H1

H2

H3

H4

H5

H6



Most Important

Least Important



# Content Optimization

Content optimization involves strategically refining and enhancing the **text**, **images**, and other elements on a webpage to improve its visibility, **relevance**, and **user experience**.



# Schema Markup

By implementing **Schema Markup**, businesses can enhance their local search presence, appearing in **rich snippets**, **knowledge panels**, and **local search results**. It also shows business **hours**, **reviews**, **NAP**, **location** etc.

https://cleaningmelbourne.net.au

## 1. Cleaning Melbourne: Professional Commercial Cleaning ...

Hire professional commercial cleaning services with Cleaning Melbourne We offer reliable cleaning services for a range of businesses and spaces.

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free Semrush account [Connect](#)

L: ? LD: ? I: ? whois source Rank: ?

### Contact Us

0 · 199 · 2 · TITLE CHANGED

Are you interested in a Cleaning Melbourne career? ... looking ...

### Careers

0 · 212 · 1 · TITLE CHANGED

How To Apply For Our Cleaning Jobs in Melbourne. To apply for ...





# Local Information

In Local SEO, "NAP" stands for **Name**, **Address**, and **Phone Number**. Local information and NAP consistency are crucial for optimizing a business's online presence. Providing accurate and consistent NAP details across various platforms, along with relevant local information, helps search engines understand a **business's location** and relevance, improving **local search visibility** and attracting potential customers.

**N**ame

**A**ddress

**P**hone number





# Slug/ Permalink

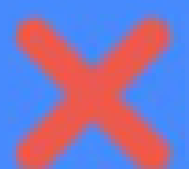
In SEO, a "slug" or "permalink" is a part of the URL that comes after the domain name, identifying a specific webpage. It's important to create descriptive and concise slugs that include relevant keywords, making URLs user-friendly and search engine-friendly. Well-optimized slugs contribute to better user experience, improved click-through rates, and clearer signals to search engines about the content of the page.

## SEO-FRIENDLY URL SLUGS

URL slugs optimized for SEO are short, easy to read and keyword-rich.



cakes.com/blog/chocolate-cake-recipe/

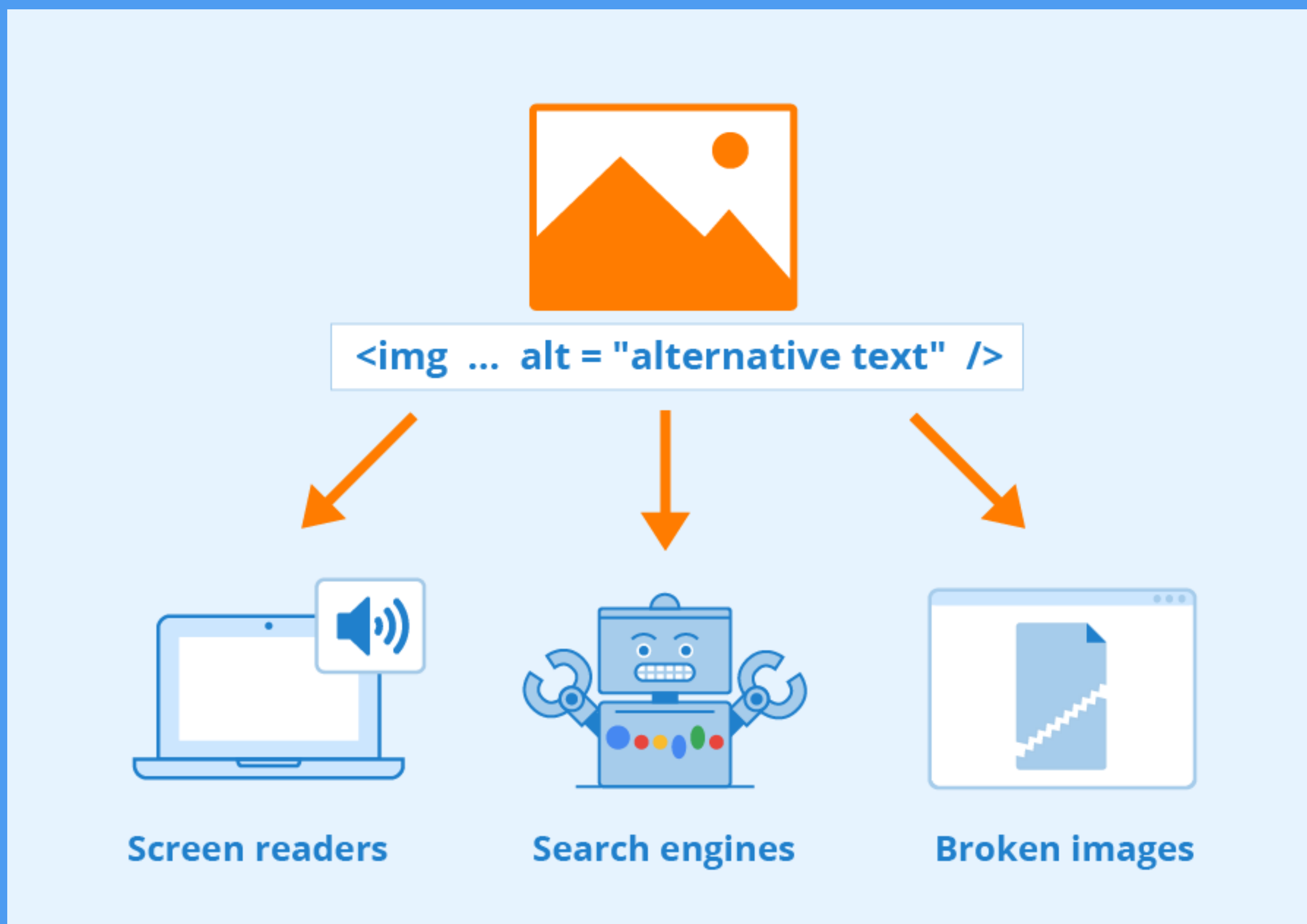


cakes.com/blog/tt4227538/?ref\_=ttep\_c



# Image alt tags

It provides accessibility for visually impaired users who rely on **screen readers**, to describe the image's content. Help **search engines** to categorize the image and can identify **broken images**.

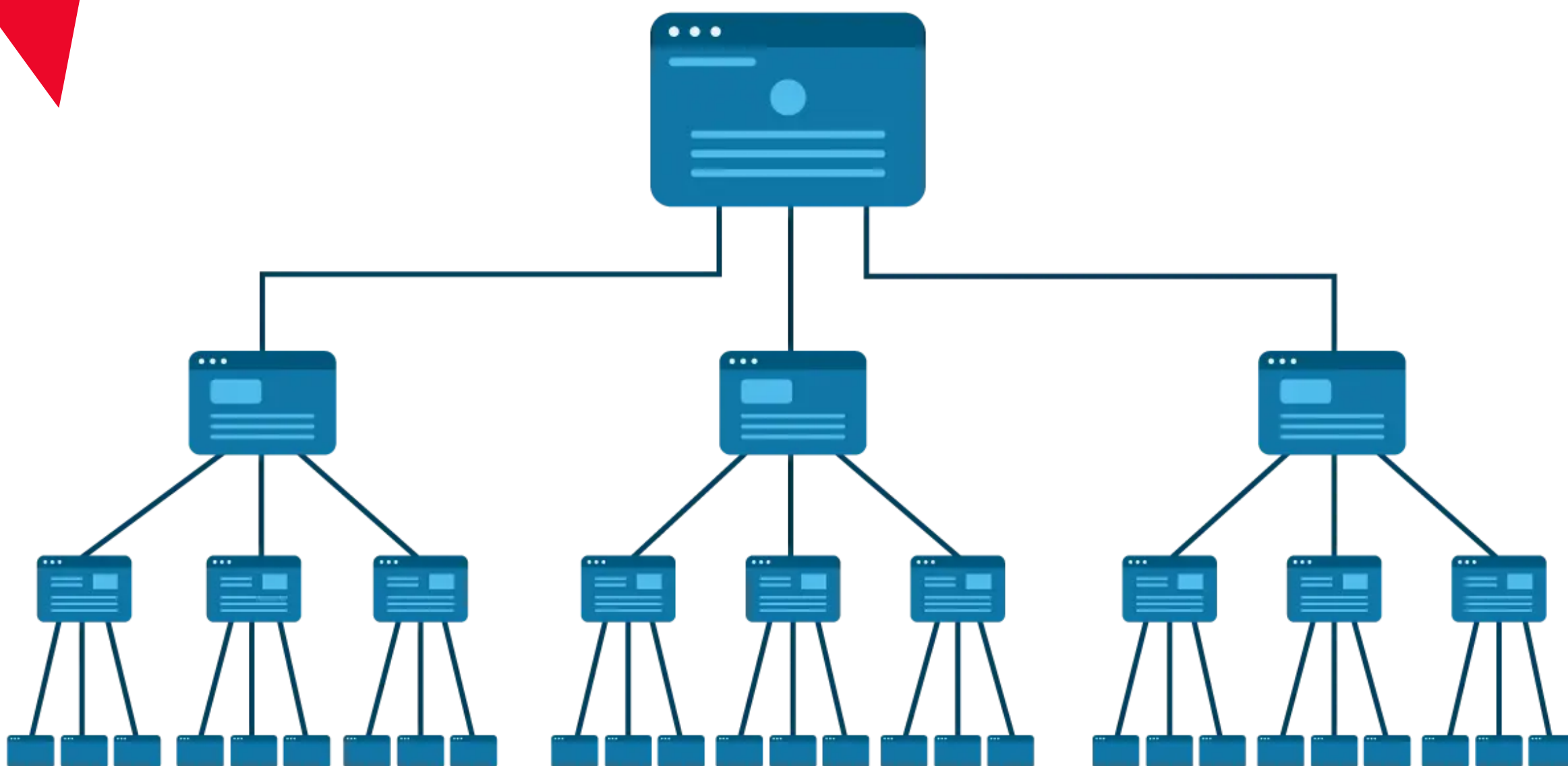


# Internal Linking

Internal links help search engines **navigate** and **understand** the **structure** of your **site**, while also guiding users to related or relevant information.



## Best Internal Linking



# Call-To-Action (CTA)

In local SEO, your main target is to grab the **leads** from the targeted customers. but if you use the **call-to-action** form at the end of the page you will not get many leads.

So use CTA at the **top of the page** just after the **heading**.

**CALL TO  
ACTION**







Here's "bonus tip" (1):

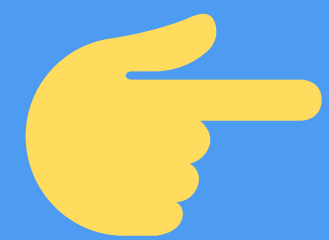


# IDENTIFY YOUR COMPETITOR





Here's "bonus tip" (2):



## GOOD KEYWORD RESEARCH

Keyword: custom t shirts

All Questions Broad Match Phrase Match Exact Match Related

By topical groups

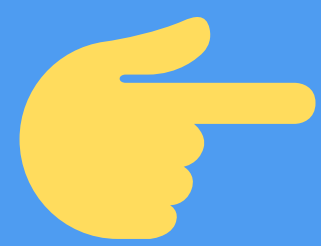
All keywords	1,252,704
> men	50,302
> print	27,346
> sleeves	24,452
> design	22,825

Keyword	Intent	Volume	Trend	Keyword Difficulty %
custom t shirts		5,400		89
t shirt design		5,400		91
printed t shirts		5,400		89
funny t shirts		2,400		73
t shirt printing near me		2,400		77





Here's "bonus tip" (3):



CREATE KILLER  
CONTENT





# Local SEO Checklist

WANT MY KILLER LOCAL  
SEO **CHECKLIST** ??

Type "**#LocalSeoChecklist**" in  
the comment below!



unlock





# Need help?

Send me a DM

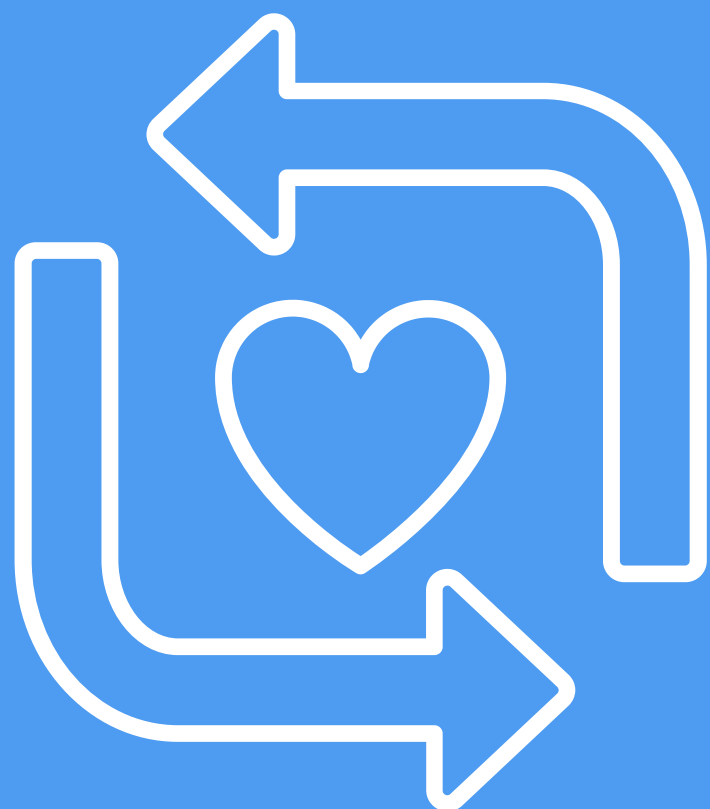




# Share the Success!



**@mohammad-abu-kowser-shaki**



Repost

Now you know **how to**  
**rank** a local website in  
Google easily..



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